

# Bailey Southwell & Co Accelerates Proprietary Prospecting

The team had a manual process that lacked a strong data foundation, costing them time and potentially deals.

## Solutions:

**Company Fit:** BSC used Datafox's Similar Companies to identify opportunities to repeat those successes

*"As we target new sectors, I'm able to build out a full landscape of the space with DataFox and then add selected companies to specific lists while not having to leave DealCloud."*

**Prioritization:** Validated a market of targets and prioritize companies

**Data-Driven Conferences:** Used DataFox Conference Intelligence to identify the most relevant conferences

## Benefits:

**Reduced time manually updating & adding data into DealCloud across 5,000 accounts**

**More complete and data rich reports pulled for weekly partner meeting**

**The reporting in DealCloud gives the team the ability to gauge the efficacy of their efforts and to measure results so they can iterate**



*"The DataFox integration has finally allowed us to get everything out of DealCloud that we wanted and, as an organization, everyone has realized why we need a CRM with great data and prospecting tools."*

Dan Ward, Associate

5,000

accounts enriched

2

new sectors explored in 3 months

30%

less time spent on conferences

**BAILEYSOUTHWELL&CO**

